

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT LOWERY, INC.

Ad No. 1933-A4 - (TRAPEZEE) - Reg. No. 951322 - Page, 4/c - (9 1/16 x 11 1/2 inches)

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Get a taste of it.

Merit

The low tar flavor break.



Joyride.

Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Feb. '85.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



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